

**City of Greensboro Planning Department  
Generalized Future Land Use Map Plan Amendment  
January 19, 2004 Public Hearing**

*The information provided in this staff report has been included for the purpose of reviewing proposed Future Land Use Map Amendments. In considering amendments to the Comprehensive Plan, the City shall be guided by factors that include, but are not limited to: the need for the proposed change; the effect of the proposed change on the need for city services and facilities; the implications, if any, that the amendment may have for other parts of the plan; and unforeseen circumstances or the emergence of new information (e.g. significant economic opportunity in Tier 2 or 3). Plan Amendments are heard by the Planning Board, and recommended to the City Council for final action.*

**Case Number:** CP-04-11

**Request:** To amend the Generalized Future Land Use map (Figure 4-2) of the Greensboro Connections 2025 Comprehensive Plan for properties on the west side of Penry Road near East Wendover Avenue from the Low Residential Land Use Classification to the Institutional Land Use Classification.

**Location:** Penry Road near East Wendover Avenue

**Size:** 29.59 acres

**Existing Land Use:** Single family and Undeveloped

**CONNECTIONS 2025 LAND USE CLASSIFICATION**

**Existing:**

**Low Residential (3 to 5 dwelling units per gross acre)**

This category includes the City's predominantly single-family neighborhoods as well as other compatible housing types that can be accommodated within this density range. Although there are some existing residential areas in the City developed on lots greater than 1/3 acre, future residential developments and "conventional" subdivisions should generally maintain a gross density of no less than three dwellings per acre, except where environmental constraints (e.g., the Watershed Critical Area) prevent such densities from being achieved. Compact developments that include clustered, small lots with substantial retained open space are encouraged.

**Proposed:**

**Institutional**

This designation applies to university and college campuses, major medical/health care concentrations, and similar large-scale institutional activity centers.

**Activity Centers**

Activity Centers are existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area. Typically located in areas of mixed use shown on the Generalized Future Land Use Map, such centers are intended to include features such as a mix of higher intensity uses (housing, retail, office, etc.), compact development patterns, and pedestrian and transit linkages. A one-half mile radius (considered the limit of a comfortable walk) is shown around each activity center except for the Downtown, which functions as an activity center for the entire City. It should be noted that the locations shown on the Generalized Future Land Use Map are conceptual and do not preclude the development of Activity Centers in other locations where they would support the goals and policies of the Comprehensive Plan.

**CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES**

*The following policies are applicable in this case:*

**ECONOMIC DEVELOPMENT**

Goal: Promote a healthy, diversified economy with a strong tax base and opportunities for employment, entrepreneurship and for-profit and non-profit economic development for all segments of the community, including under-served areas such as East Greensboro

**POLICY**

7C. Ensure that city land use policies and regulations allow for an adequate supply of land to accommodate economic development

7C.5 Assure the above efforts [Economic Development Policies] include sites in **East Greensboro** and other under-served areas that could benefit from economic development.

**STAFF ANALYSIS**

**Need for the Proposed Change:** Guilford Technical Community College is in the process of developing a new campus on East Wendover Avenue at Penry Road and they have recently bought and rezoned additional land for possible future expansion of this campus. The change in land use classification from Low Residential to Institutional recognizes and supports the growth and expansion of this new campus that will provide educational and job opportunities on the east side of Greensboro. Promoting economic opportunities on the east side of the city is major goal of the Comprehensive Plan.

**Effect of the proposed Change on the Need for City Services and Facilities (e.g. roadway level of service, traffic counts, planned road improvements, transit, accidents statistics, and environmental constraints such as; location within a Water Supply Watershed, floodplain, streams):**

Transportation

The new campus may call for some modifications to GTA routes to support the campus.

Environmental

A portion of the area stormwater flows into North Buffalo Creek and a portion flows into South Buffalo Creek. Both portions are not in a water-supply watershed.

Possible on-site detention will be required to meet quantity ordinance when it is developed.

There are no known streams on the property.

The area may potentially have wetlands. If any disturbance to wetlands is proposed and/or any stream crossing is proposed permits will have to be obtained from the state and Corps of Engineers prior to construction.

There is no floodplain on the property.

**Implications, if any, the Amendment may have for Other Parts of the Plan:** In the process of reviewing this case, staff field surveyed the area to establish the boundaries of the map amendment. The area to the north is designated as Low Residential and it is characterized primarily by single-family homes. The area to the east is designated as low Residential and Mixed Use Corporate Park. There are a few single family homes along the east side of Penry Road, but immediately behind the homes is the KMart Distribution Center. The area to the south is currently designated as Institutional and it contains the new GTCC campus that is under construction. The area to the west is primarily undeveloped. Aunt Mary Avenue does not go through to Anderson Street; it dead ends shortly after Quad Oak Drive.

This campus is the reason that a Potential Activity Center is shown to be centered at the intersection of Wendover Avenue and Penry Road. With the realization of the campus, its possible future expansion, and its resulting stimulus for future growth in the area, the Activity Center will be supported and more apt to be developed as an eastern hub of activity. The new campus, the potential Activity Center, and the nearby proposed commuter rail station located just east of the Urban Loop are all supportive of one another and will hopefully spur other development in the area that will bring this portion of the Plan's vision into reality.

**Unforeseen Circumstances or the Emergence of New Information (e.g. significant economic opportunity in Tier 2 or 3):** The future expansion of a GTCC campus on the east side of the city.

## **STAFF RECOMMENDATION**

Based on the information provided in this report, staff supports this change due to factors such as:

- a recent change in ownership of the land;
- expansion of existing Institutional land use classification to support the future expansion of the new GTCC campus;
- promotes economic opportunities for employment and services on the east side of the city;
- promotes the growth in the area;
- supports the designation as a potential Activity Center; and
- location near proposed commuter rail and a station.

The Planning Department recommends approval of changing the land use classification from Low Residential to Institutional for the proposed area.